



# Norfolk Island Community Health Promotion Plan

Our Community, Our Focus

**April 2019 – April 2021**

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# Introduction

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This plan builds on the 2018-19 Norfolk *Island Health Promotion Plan*. With the commitment for three more years of funding for the Health and Wellbeing Coordinator and associated programs a three year health promotion plan was possible.

Much has been achieved in the first 12 months since the appointment of the Health and Wellbeing Coordinator, with a brief evaluation summary included in this plan. There are, however, still many areas requiring further development and consolidation as well as numerous additional health and wellbeing areas requiring health promotion interventions.

Underpinning the health promotion plan is the principle that NIHRACS will work with the Norfolk Island community rather than “for” them, respecting Norfolk’s unique history and culture, building upon our Communities’ capacity, assets and strengths and building effective and enduring partnerships with community members, services and local organisations. Appendix One outlines the organisations/community groups etc who have been or will be consulted or communicated with regarding this plan.

The importance of health promotion to the overall health and wellbeing of a community cannot be overstated. The following statistics, provided by the Australian Health Promotion Association (AHPA, 2016) in the overall Australian context reinforce this point.

- For every dollar invested in health promotion over five dollars can be saved in health spending. Unfortunately in recent years for every \$100 spent on health, health promotion receives just 40 cents
- Every 4% reduction in tobacco smoking will save 3000 lives in Australia
- Obesity costs \$120 billion every year in Australia – health promotion programs can increase physical activity and healthy eating within schools, workplaces and communities
- Health promotion programs targeting alcohol misuse can save 157,000 hospitalisations in Australia every year
- Reducing disadvantage and promoting mental health can create 170,000 jobs and generate \$8 million in earnings
- Health promotion activities in areas such as diabetes, cancers, stroke and depression can keep half a million people out of hospital.

# Background

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Ongoing work is progressing on broader health service planning for Norfolk Island, including the planning for a new health facility. It is important that health promotion is integrated into all health service planning undertaken.

Census information from 2016 indicates the Norfolk Island population (total recorded 1748 people) age distribution is skewed towards an older demographic when compared with the rest of the Australian population (49.8% aged 50 years and over compared with 34.1% for all of Australia). Health data previously gathered also indicates a higher incidence of overweight or obesity, psychological distress, cardiovascular disease, diabetes and hypertension when compared with the overall Australian or NSW population,

although in some of these cases the rates were comparable with regional and remote population data., (Norfolk Island Hospital Enterprise, Health Services Survey Report, February 2015 (R&S Muller Enterprise Pty Ltd). This report also provided some data on physical activity levels, sexual activity by young people, mental health, alcohol, smoking and other drug use on risk, indicators of domestic violence, mobility and access to health care services although data interpretation was not extensive and comprehensive analysis wasn't performed.

Research finding published in 2005 (Bellis et al) indicated that Norfolk Islanders with "Bounty" heritage had a genetic pre-disposition to an increased prevalence of cardiovascular risk factors, including hypertension, increased blood lipids and obesity.

In 2016 the Central and Eastern Sydney PHN Needs Assessment Report indicated that the main communicable diseases on Norfolk Island were sexually transmitted infections (STIs).

This Needs Assessment report, which drew on a range of data sources, also indicated cancer screening rates were currently low due to the lack of available local cancer screening services. During 2018 breast cancer screening commenced with an agreement now in place to continue to provide yearly breast screening clinics.

Local community health data is now being collected through the GP Practice software, with a recent report (3 April 2019) including all clinic patients who have visited the GP at least 3 times in the past 2 years indicating:

- 68 (4.8% of total) patients were recorded as having a diagnosis of Coronary Heart Disease
- 96 (6.8% of total) patients with a diagnosis of Diabetes
- 49(2.8%) patients were reported as having Chronic Obstructive Pulmonary Disease
- Nearly 30 (1.6% of total) patients were reported as having renal impairment
- 371 (26.4% of total) with diagnosis of hypertension
- 16.4% of patients 15 years and above were reported as current smokers, however over 15% of the total patients (15 years and older) did not have their smoking status reported so the real percentage is likely to be higher.

The Health and Wellbeing Advisory Sub-Committee (of the Norfolk Island Community and Clinical Consultative Committee, CCCC) was formed in August 2018 and has met regularly since. This group provides advice and support to the Health and Wellbeing Coordinator as well as providing feedback on activities to the CCCC. It is recommended that this sub-committee continue with yearly reviews of its terms of reference.

## Conceptual Framework for Determinants of Health

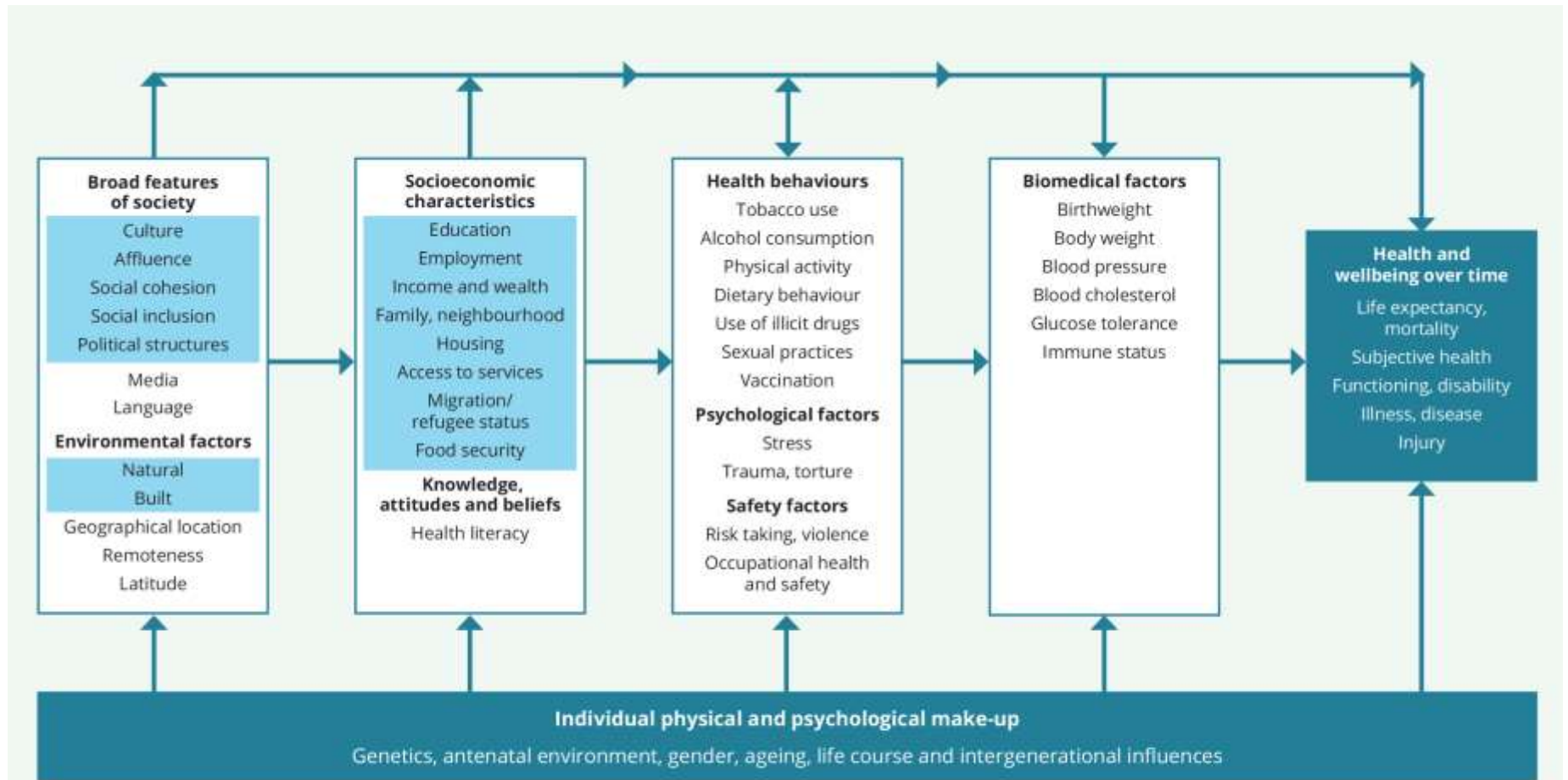
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The conceptual framework outlined below in Table 1 was developed by the Australian Institute of Health and Welfare. The framework outlines the various factors that influence health, also called determinants of health. It builds on the previous health promotion plan's summary of approaches to health promotion.

Many factors influence how healthy we are. Some of these are on the individual level such as health behaviours, genetic make-up and blood levels of different chemicals while others are at a broader level, such as the availability of health screening and treatment services, vaccination programs and a healthy environment. Collectively these factors have been termed determinants of health. It is important to understand that health and wellbeing is the product of a combination of all these factors and is not solely about individual health-related behaviours.

A “systems” approach needs to be taken when considering options for addressing a particular health and wellbeing need rather than just aiming for individuals to change their health-related behaviours. Factors from each of the areas described in Table 1 have been taken into consideration in formulating this plan.

Table 1: A Conceptual Framework for Determinants of Health



Note: Blue shading highlights selected social determinants of health.

Source: AIHW 2012. Risk factors contributing to chronic disease. Cat. no. PHE 157.

# Evaluation overview of 2018-19 Health Promotion Plan

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Formal evaluation has been undertaken on several components of the 2018-19 Health Promotion Plan. The highlights are:

- Men's Health Checks, based on the Men's Shed Australia "Spanner in the Works" program (evaluation summary from first 5 events):
  - Approximately 70 men participated, with 66 evaluation forms returned
  - The main way men heard about the events was through their sporting club, followed by word of mouth then the newspaper.
  - Approximately 40 % of men were aged between 65 and 74 years, with the 55-64 age range being the second highest group (25%).
  - Fifty five per cent of men indicated they had attended their GP for a health check in the past 12 months, although some may have confused attending a regular GP appointment for having a health check.
  - Over 88% of men rated the event and information provided as either very good or excellent and a similar percentage rated having the health checks done in the same categories.
  - Nearly 70% indicated they are now more likely to visit their GP, with 12 % being unsure.
  - Over 80% said they would be interested in attending future men's health events.
  - Interestingly, 92% said they would be encouraging their male friends and family to get health checks.
- Chronic disease programs (Healthy Cooking Program and Get Started Exercise Program)
  - Ten people with an existing chronic disease enrolled in the healthy cooking program
  - Eight people with an existing chronic disease enrolled in the get started exercise program
  - 100% of those who completed evaluation forms for the cooking program rated it as good or excellent and most (75%) indicated they would be changing the way they cooked after attending the program
  - Although attendance at the get started exercise program dropped off, due to people being away or incapacitated, feedback was positive
- The Health and Wellbeing Expo
  - 77 Evaluation forms were returned, with attendance estimated at over 200 people
  - Over 70% rated the event as Excellent
  - The presentation also rated highly with approximately 90% rating them as Good or Excellent
- Community Health Education presentations
  - Eight different topics have been provided by visiting clinicians
  - Evaluation data is available for 5 of these
  - The 65 – 74 years age group had the highest representation (46%)
  - Newspaper and radio were the most popular sources of information about the events
  - 100% rated the presentations as either good or excellent

The Action Plan below includes a column indicating activity across all the action areas in the 2018 – 19 Health Promotion Plan.

## Focus Areas

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The 2018-19 Health Promotion Plan was broken up based on life stages as well as a whole of community area. This has been shown to be a useful and easy to understand approach and will continue to be used in the current plan. Many of the actions will continue from the 2018-19 plan, with some adjustments under each focus area.

The current plan has a three year timeframe, however the actions will be detailed in an action plan on a yearly basis. This will allow flexibility in implementation over the three year period. The plan is a living document and will be updated as required if any additional areas are identified as high priority to the community. Action Plans for years two and three will be provided towards the end of the each year. The following focus areas will remain for the three year period:

- 1. Children, Young People and Families**
- 2. Adults**
- 3. Older people**
- 4. Whole community**

There will be some overlap between the health promotion actions listed under each of these focus areas. In most cases the activities will be based on or directly linked to existing evidence based programs or campaigns within Australia or internationally. Some programs will be tailored to the Norfolk Island context, incorporating the Island's unique culture and heritage.

The lead agency/agencies will be indicated. Where the lead agency is not NIHRACS, the Health and Wellbeing Coordinator will seek updates as to progress of the action but will not be responsible for reporting back to NIHRACS and CESPNN on that action.



## Action Plan: April 2019- March 2020

| Goal        |   | To improve the health and wellbeing of children, young people and families who live on Norfolk Island |   |             |  |  |   |
|-------------|---|---|---|-------------|--|--|---|
| Focus group |   | Children, parents, carers, families, young people, teachers and other school staff                    |   |             |  |  |   |
| No.         | Action  | Timeframe   | Funding requirements                              | Lead Agency | Other Agencies   | Indicators/Evaluation  | Summary of progress from 2018-19 plan   |
| 1.0         | Sexual Health Program for children and families   | Ongoing   | Promotion materials<br>Postage<br>Condom purchase | School      | NI-Connect<br>GP Clinic<br>Anglicare   | Increased capacity of those working with young people with regards sexual health | <ul style="list-style-type: none"> <li>The School is progressing the Play Safe Training</li> <li>Talk Soon, Talk Often promoted through Health and Wellbeing Expo</li> <li>NI Regional Council is progressing the re-installation of condom vending machines in council toilet block</li> <li>NI-Connect to distribute free condoms and to promote</li> </ul> |
| 1.1         | <ul style="list-style-type: none"> <li>Promote the Talk Soon, Talk Often resources for parents of younger children</li> </ul>                           |   |   |             |  |  |   |
| 1.2         | <ul style="list-style-type: none"> <li>Provide updated Play Safe Resource kits for teachers and others working with young people</li> </ul>             |   |   |             |  |  |   |
| 1.3         | <ul style="list-style-type: none"> <li>Conduct a trial of condom vending machines in one Norfolk Island Regional Council (NIRC) toilet block</li> </ul> |   |   |             |  |  |   |
| 1.4         | <ul style="list-style-type: none"> <li>Explore additional options for increasing condom availability</li> </ul>   |   |   |             |  |  |   |
| 2.0         | Mentoring/Resilience Skills development program for (senior) students   | Within 2019 School year   | TBA   | School      | Local Psychologists<br>Peer Support<br>Australia<br>Jon Evans<br>MHAG<br>Anglicare | Formal or informal mentoring program established in high school part of school   | <ul style="list-style-type: none"> <li>School progressing Peer Support Program</li> </ul>   |
| 2.1         | <ul style="list-style-type: none"> <li>Linking with Peer Support Australia</li> </ul>   |   |   |             |  |  |   |
| 2.2         | <ul style="list-style-type: none"> <li>Strength 4 Life Program</li> </ul>   |   |   |             |  |  |   |
| 3.0         | Parenting Programs (subject to  | Ongoing   | Anglicare   | Anglicare   | School   | Evaluation feedback on   | <ul style="list-style-type: none"> <li>Child Health</li> </ul>  |

|                   |  |                                 |                                      |   |   |  |  |
|-------------------|--|---------------------------------|--------------------------------------|---|---|--|--|
| 3.1<br>3.2<br>3.3 | community feedback), including: <ul style="list-style-type: none"> <li>• Circle of Security</li> <li>• Tuning into Teens</li> <li>• Magic 1,2,3</li> </ul>               |                                 | funding                              |   | Early childhood education providers<br>NI-Connect                     | program and changes made   | Nurses, Anglicare and NI-Connect planning parenting programs to commence in 2019 <ul style="list-style-type: none"> <li>• NI-Connect ran a “Living with Teenagers” month (March 2019) targeting parents/carers with resources and support</li> </ul> |
| 4.0<br>4.1<br>4.2 | Support Antenatal, Postnatal and Child Health Services including education and support services<br>Antenatal Bags – education resources and baby items<br>Mother’s group | Ongoing                         | Parent’s bags<br>Printing<br>Postage | NIHRACS – Antenatal/Child Health<br>Anglicare | GPs<br>NI-Connect   | Resources available<br><br>Feedback from parents<br><br>Evaluation - Anglicare | <ul style="list-style-type: none"> <li>• Happening through antenatal and child health clinics, H&amp;W coordinator assisting with Community promotion and funding parent sample bags</li> </ul>  |
| 5.0               | Explore Think, Eat and Move Program (TEAM) <ul style="list-style-type: none"> <li>• For young people who are above a healthy weight</li> </ul>                           | 2019/20                         | Promotion Resources                  | NIHRACS - HW                                  | CESPHN<br>GP Clinic<br>School<br>Gym<br>NI-Connect<br>Anglicare       |  | <ul style="list-style-type: none"> <li>• NA</li> </ul>   |
| 6.0               | Explore Active Kids Program <ul style="list-style-type: none"> <li>• Vouchers to assist families with school aged children participate in physical activity</li> </ul>   | 2019 with potential for ongoing | \$100 vouchers/child                 | NIHRACS – HW<br>NI-Connect                    | School<br>Local junior sporting clubs and physical activity providers | Evaluation of a cohort to determine impact on physical activity                | <ul style="list-style-type: none"> <li>• NA</li> </ul>   |
| 7.0<br>7.1        | Young People Health Checks <ul style="list-style-type: none"> <li>• Based on the HEEADSSS Screening Tool</li> </ul>  | 2019                            | Design and printing of tool          | NIHRACS - HW                                  | School<br>Young people<br>GP Clinic                                   | Resources developed<br>Model developed for implementation                      | <ul style="list-style-type: none"> <li>• NA</li> </ul>   |

|     |   |             |  |      |  |                                |  |
|-----|---|-------------|--|------|--|--------------------------------|--|
| 7.2 | <ul style="list-style-type: none"> <li>Promote HETI training on HEEADSSS for NIHRACS staff</li> </ul> |             |  |      | NI-Connect<br>MHAG<br>Anglicare  | Evaluation                     |  |
| 8.0 | Youth Wellness Plan (as part of the NIRC Operational Plan)  | By Dec 2019 |  | NIRC | NI Youth Council<br>School<br>NIHRACS<br>MHAG<br>Anglicare<br>NI-Connect | Plan collaboratively developed | <ul style="list-style-type: none"> <li>NA</li> </ul> |

| No.                  | Action  | Timeframe   | Funding requirements   | Lead Agency           | Other Agencies   | Indicators/Evaluation   | Summary of progress from 2018-19 plan  |
|----------------------|---|---|--|-----------------------|--|---|--|
|                      | Goal  | To improve the health and wellbeing of adults living on Norfolk Island and to increase the capacity of those affected by chronic disease to better self-manage their conditions |  |                       |  |   |  |
|                      | Focus group   | Adults (approximately between 18 – 65 years of age)   |  |                       |  |   |  |
| 9.0                  | Healthy Men's Program <ul style="list-style-type: none"> <li>Continue "Spanner in the Works" Men's Health Checks</li> </ul>   | Men's Health Week June 2019   | Promotion<br>Printing<br>Equipment<br>Prizes   | NIHRACS - HW          | Men's Shed Association<br>Sporting Clubs<br>Other clubs<br>Workplaces<br>Churches<br>GPs<br>Male volunteers<br>WAGNI | Attendance at events and satisfaction surveys<br><br>Numbers completing health checks<br><br>GP attendance as a result of program | <ul style="list-style-type: none"> <li>Completed 7 events, over 80 participants, very positive evaluation, plan to continue</li> </ul>                               |
| 10.0<br>10.1<br>10.2 | Support Mental Health Activities<br>First Aid (MHFA)<br>Community Programs - Assistance with promotion and running of courses<br>Events – eg Suicide Prevention and Awareness day, RUOK Day | Ongoing   | Purchase of resources<br>Postage<br>Possible training of other MHFA Instructor courses | MHAG                  | MHFAA<br>NIHRACS – HW<br>GP Clinic<br>CESPHN<br>NI-Connect   | Training conducted on Island<br><br>Instructor accreditation maintained<br>Events successfully conducted                          | <ul style="list-style-type: none"> <li>Two local people accredited as MHFA Instructors</li> <li>First locally implemented program completed November 2018</li> </ul> |
| 11.0<br>11.1<br>11.2 | Women's Health <ul style="list-style-type: none"> <li>Health check flyers – promotion and updating</li> <li>International Women's Day Event</li> </ul>                                      | Ongoing   | Printing,<br>Promotion   | NIHRACS – HW<br>WAGNI | GP Clinic – Drs Jenny Sexton and Michelle Bonnici<br>WAGNI, Local graphic designer                                   | Feedback on flyers  | <ul style="list-style-type: none"> <li>Flyers developed and circulated through GP Women's Health clinic</li> <li>Participated in</li> </ul>                          |

|      |  |              |                                  |              |   |  |  |
|------|--|--------------|----------------------------------|--------------|---|--|--|
| 11.3 | <ul style="list-style-type: none"> <li>Health and Wellbeing Expo</li> </ul>  |              |                                  |              |   |  | the International Women's Day (WAGNI) event with health promotion materials                          |
| 11.4 | <ul style="list-style-type: none"> <li>Other community events</li> </ul>   |              |                                  |              |   |  |  |
| 12.0 | Chronic Disease Primary and Secondary prevention program   |              | Equipment Resources Promotion    | NIHRACS - HW | NIHRACS – Diabetes Educator and Nursing staff, GP Clinic, Physio            | Attendance at screening events   | <ul style="list-style-type: none"> <li>Diabetes check at local shopping centre</li> </ul>            |
| 12.1 | <ul style="list-style-type: none"> <li>Diabetes screening and education sessions</li> </ul>  | Twice yearly | Postage                          |              | Relevant businesses interested in hosting events                            | Health data (de-identified)  | <ul style="list-style-type: none"> <li>Diabetes Community presentation by CDE</li> </ul>             |
| 12.2 | <ul style="list-style-type: none"> <li>NDSS availability and promotion</li> </ul>  | Ongoing      | Fees for presenters, instructors |              |   | GP visits as a result  | <ul style="list-style-type: none"> <li>Get Started exercise program – 4 weeks (sponsored)</li> </ul> |
| 12.3 | <ul style="list-style-type: none"> <li>CVD awareness program</li> </ul>  |              | Food                             |              | Local health/fitness/gym/yoga/tai chi/stretch/food providers etc businesses | Attendance and satisfaction levels at healthy lifestyle programs and community presentations | <ul style="list-style-type: none"> <li>Healthy Cooking Program – 4 weeks</li> </ul>                  |
| 12.4 | <ul style="list-style-type: none"> <li>Explore Cardiac and/or Pulmonary rehab program (telehealth)</li> </ul>  | 2019/20      | Venue hire                       |              |   |  | <ul style="list-style-type: none"> <li>Heart Foundation walking group commenced</li> </ul>           |
| 12.5 | <ul style="list-style-type: none"> <li>Healthy eating and lifestyle group programs</li> </ul>  | Quarterly    |                                  |              | Community Pharmacy  |  |  |
| 12.6 | <ul style="list-style-type: none"> <li>Heart Foundation walking group</li> </ul>   | Ongoing      |                                  |              | NSW Health (SESLHD)   | Data of participation in Get Healthy NSW program   |  |
| 12.7 | <ul style="list-style-type: none"> <li>Healthy Cooking oils program (Heart Foundation)</li> </ul>  | 2019/20      |                                  |              | Heart Foundation  |  |  |
| 12.8 | <ul style="list-style-type: none"> <li>Linking to Get Healthy NSW Program and/or other helplines (free telephone-based health coaching – subject to access being provided to freecall number)</li> </ul> | 2019         |                                  |              | Local Service Groups  |  |  |
| 12.9 | <ul style="list-style-type: none"> <li>Asthma Awareness Community Presentation and Awareness campaign</li> </ul>   | 2019/20      |                                  |              | Ambulance Officers  |  |  |
| 13.0 | Cancer screening, awareness and prevention   |              |                                  | NIHRACS - HW | NI Breast Screen<br>NIHRACS Social Worker                                   |  | <ul style="list-style-type: none"> <li>Assisted with promotion of</li> </ul>                         |

|      |   |                              |  |  |                              |  |                                  |
|------|---|------------------------------|--|--|------------------------------|--|----------------------------------|
| 13.1 | • Breast screening  | Yearly<br>2019/20<br>2019/20 |  |  | GP Clinic<br>School<br>WAGNI |  | Breast Screening<br>service 2018 |
| 13.2 | • Cervical screening  |                              |  |  |                              |  |                                  |
| 13.3 | • Bowel cancer<br>screening awareness                       |                              |  |  |                              |  |                                  |
| 13.4 | • Promotion of<br>designated awareness<br>days/weeks/months | Ongoing                      |  |  |                              |  |                                  |

| Goal        |   | To improve the health and wellbeing of older people and their carers who live on Norfolk Island |   |                  |  |  |  |
|-------------|---|---|---|------------------|--|--|--|
| Focus group |   | Older people (over 65 years of age)   |   |                  |  |  |  |
| No.         | Action  | Timeframe   | Funding requirements  | Lead Agency      | Other Agencies   | Indicators/Evaluation  | Summary of progress from 2018-19 plan  |
| 14.0        | Palliative Approach to Care education for health and aged care professionals <ul style="list-style-type: none"> <li>• Include community presentation</li> </ul> | 2019  | Funding to be provided through DoH funded program (PEPA)                                    | NIHRACS - HW     | NIHRACS<br>Care Norfolk<br>White Oaks<br>Community<br>Pharmacy                 | Numbers involved in various educational activities and satisfaction reports<br><br>Follow-up support occasions with Palliative Care Specialist Providers | <ul style="list-style-type: none"> <li>• Delayed until 2019 due to availability of Palliative Care Experts</li> </ul>  |
| 15.0        | Falls Prevention Program – Stepping On Program  | Ongoing   | Venue hire<br>Resources<br>Postage<br>Printing<br>Promotion<br>Funding possible from SESLHD | NIHRACS - Physio | Care Norfolk<br>NIHRACS – Balance and Bones Program<br>GP Clinic<br>NSW Health | Training conducted on Island<br><br>Evaluation   | <ul style="list-style-type: none"> <li>• Three local service/health providers trained (1 funded through health promotion program funding) and linked to the SESLHD Stepping On Coordinator</li> <li>• Program planned to be implemented in first half of 2019</li> </ul> |
| 16.0        | Staying Healthy – Living Well Program   | 2019-20   | Funded by CESP<br>Locally - Promotion<br>Printing   | NIHRACS - HW     | Care Norfolk<br>GP Clinic<br>Whiteoaks<br>Service Clubs<br>Feroscare<br>CESP   | Recruitment numbers - participation<br><br>GP feedback<br><br>Evaluation   | <ul style="list-style-type: none"> <li>• NA</li> </ul>   |
| 17.0        | Explore Osteoporosis Screening, prevention and management <ul style="list-style-type: none"> <li>• Promotion and awareness building</li> </ul>                  | 2019-20   | Funding submission for equipment and training of  | NIHRACS - HW     | GP Clinic  | Subject to research findings, submission of funding submission for bone density equipment  | <ul style="list-style-type: none"> <li>• NA</li> </ul>   |

|      |  |         |             |     |                         |  |  |
|------|--|---------|-------------|-----|-------------------------|--|--|
|      | <ul style="list-style-type: none"> <li>Bone density measurement</li> </ul>   |         | staff       |     |                         |  |  |
| 18.0 | Dementia Support <ul style="list-style-type: none"> <li>Awareness</li> </ul> | 2019-20 | Self funded | DSA | NIHRACS<br>Care Norfolk | Number of visits<br>Community education events | <ul style="list-style-type: none"> <li>Visit in Nov 2018 with a community presentation, education sessions and individual families involved</li> </ul> |

|      | Goal   | To improve the health awareness, literacy and participation in health promotion activities of all members of the Norfolk Island Community |  |                 |   |   |  |
|------|--|---|--|-----------------|---|---|--|
|      | Focus group  | Whole Community   |  |                 |   |   |  |
| No.  | Action   | Timeframe   | Funding requirements   | Lead Agency     | Other Agencies  | Indicators/Evaluation   | Summary of progress from 2018-19 plan  |
| 19.0 | Health and Wellbeing Expo  | July 2019   | Venue hire<br>Equipment and furniture hire<br>Promotion<br>Postage<br>Printing<br>Prizes | NIHRACS<br>- HW | Range of<br>Community health and wellbeing related providers  | Participation<br><br>Evaluation feedback  | <ul style="list-style-type: none"> <li>Successful Expo conducted July 2018, with over 200 attendees and very positive feedback. To become a yearly event.</li> </ul>   |
| 20.0 | Skin Cancer Awareness and Prevention <ul style="list-style-type: none"> <li>Community awareness</li> <li>GP skin checks</li> <li>School resources</li> </ul> | Twice yearly  | Printing<br>Promotion<br>Venue hire<br>Postage   | NIHRACS<br>- HW | GP Clinic<br>School<br>Community Groups<br>NIRC<br>KAVHA      | Awareness Program delivered<br><br>Signage installed<br><br>Attendance for skin checks<br><br>Data collection on skin cancer  | <ul style="list-style-type: none"> <li>Promotion using Cancer Council resources, radio, Facebook, Newspaper</li> <li>Community presentation by locum GP with experience in skin cancer detection</li> <li>Procurement of a second dermoscope and clinic time made available for skin checks</li> </ul> |
| 21.0 | My Health Record Awareness program <ul style="list-style-type: none"> <li>Radio and newspaper information bursts</li> <li>Include in Health Expo</li> </ul>  | May – July 2018   | TBA  | NIHRACS<br>- HW | NIHRACS – GP<br>Clinic<br>Community Pharmacy<br>CESPHN<br>DoH | Feedback from GP Clinic and Community Pharmacy regarding changes in community awareness<br><br>Different awareness raising activities recorded<br><br>Data on use of 1800 | <ul style="list-style-type: none"> <li>Promotion as part of Health and Wellbeing Expo</li> <li>Radio interview of visiting MHR expert</li> </ul>   |

|      |  |               |                                     |              |   |  |   |
|------|--|---------------|-------------------------------------|--------------|---|--|---|
|      |  |               |                                     |              |   | Helpline   |   |
| 22.0 | Healthy Norfolk Community Program  |               | TBA                                 | NIHRACS - HW | Community Groups  | Community participation in events  | <ul style="list-style-type: none"> <li>Six community presentations given by visiting specialist medical or allied health professionals, with excellent evaluation and variable but pleasing attendance</li> </ul> |
| 22.1 | <ul style="list-style-type: none"> <li>Community health presentations, including exploration of a drugs misuse presentation</li> </ul> | Ongoing       |                                     |              | Local businesses  | Community weight loss target and actual                                      |   |
| 22.2 | <ul style="list-style-type: none"> <li>Healthy cooking demonstrations</li> </ul>   | ? Monthly     |                                     |              | NIRC  | Entry in 2020 Healthy Town Challenge (NSW) or local alternative              |   |
| 22.3 | <ul style="list-style-type: none"> <li>Explore Community physical activity programs</li> </ul>   |               |                                     |              | Ambulance Service   |  | <ul style="list-style-type: none"> <li>Smoothie bike successfully launched at the NI Agriculture and Horticulture Show (October)</li> </ul>   |
| 22.4 | <ul style="list-style-type: none"> <li>Link with other events, such as Food Festival, Norfolk Show etc</li> </ul>                      | Yearly        |                                     |              | School and Child Care   |  | <ul style="list-style-type: none"> <li>Targeted health messages, linked with GP clinic displays, eg cardiovascular disease, diabetes, skin cancer awareness.</li> </ul>   |
| 23.0 | Smoking reduction program  | 2019 commence | Mentoring Calibration of CO Monitor | NIHRACS - HW | GP Clinic<br>Dental Clinic<br>Pharmacy<br>Psychologists<br>NIHRACS<br>Social Worker<br>DIRDC (cost of cigarettes) and<br>NIRC<br>School | Smoking cessation clinic<br>Statistics on reduction, quitting                | <ul style="list-style-type: none"> <li>Nicotine Addiction and smoking cessation 3 day training course attended</li> <li>Proposal for implementation of a smoking cessation clinic written</li> </ul>              |
| 24.0 | Explore Alcohol harm minimisation program  | 2019=20       | TBA                                 | NIHRACS - HW | NIRC<br>NIHRACS<br>GP Clinic<br>School  | TBA  | <ul style="list-style-type: none"> <li></li> </ul>  |
| 25.0 | Emily Bay Accessibility Program  | Warmer months | NIHRACS funded                      | NIHRACS - HW | NIHRACS<br>Care Norfolk<br>Volunteers<br>Trainers<br>Carriers   | Volunteer management<br>Participant recruitment<br>Promotion<br>Coordination | <ul style="list-style-type: none"> <li>Launch Dec 15 2018. Program started Jan 18 2019</li> </ul>   |

## Communication Activities

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It is important to use as many channels as possible to communicate the various health promotion messages and activities to the Community. The following avenues have been used successfully.

- Regular live radio interviews on various health promotion topics
- Through various community organisations/clubs
- Weekly newspaper updates as part of the NIHRACS weekly update
- Website updates in “News” section
- Use of calendar of events on NIHRACS website
- Use of NI Community Classifieds Facebook page (with over 1800 members) to promote various health messages and community presentations
- Other emerging communication options, eg explore possibility of a health message digital noticeboard.

## Evaluation

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An evaluation and progress report will be undertaken in the final 2 months of each 12 month period.

## Additional Priority Areas

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Although this and the previous health promotion plans aim to address the highest priority areas it is recognised that there are many other important areas requiring attention and resources. These include:

- Programs to address the issues of other (than alcohol and nicotine) drugs misuse
- Family and domestic violence
- Mental Health issues such as a suicide prevention program
- Additional Cancer screening and prevention programs
- Oral health disease prevention programs
- Glaucoma screening
- Immunisation awareness and promotion programs
- Arthritis prevention and management programs
- Sleep apnoea detection and management program

Awareness activities related to these areas will be implemented in 2019/20 where possible.



## Appendix One: Consultation/Communication Summary

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The following agencies/groups were consulted or communicated with regarding the Norfolk Island Community Health Promotion Plan:

- The Health and Wellbeing Advisory Sub-Committee (of the Norfolk Island Community and Clinical Consultative Committee, CCCC)
- Care Norfolk
- Anglicare
- Norfolk Island Health and Residential Aged Care Services (NIHRACS), including NI-Connect and GP Clinic
- Mental Health Awareness Group
- Banyan Park
- Life Without Barriers
- ASPECT
- People Plus
- Norfolk Island Regional Council (NIRC)
- Chrysalis Counselling & Coaching
- Norfolk Island Central School
- Women's Advocacy Group, Norfolk Island (WAGNI)
- Central and Eastern Sydney Primary Health Network
- South Eastern Sydney Local Health District
- Burnt Pine Pharmacy
- St John Ambulance, Norfolk Island
- Ministers Fraternal

Once approved, the plan will be communicated as widely as possible across the Island and published on the NIHRACS website.